

YIGA PAUL

Software Developer | Web Developer | Digital Marketing & SEO Specialist

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Magigye, Gayaza, Kampala, Uganda

yiga-paul-ug

Pyiga

PROFILE

Experienced and results-driven Software Developer, Web Developer, Graphic Designer, and Digital Marketing & SEO Specialist with a Diploma in Information Technology & Systems. Strong background in building scalable websites, eCommerce platforms, CMS solutions, and custom software systems. Proven success in SEO, SEM, social media management, IT infrastructure, and analytics-driven digital growth.

EXPERIENCE

Web Developer

Joanita Designs

07 Dec 2024 – Present

Uganda

- Design and develop modern, responsive websites for clients.
- Build solutions using HTML, CSS, JavaScript, PHP, and WordPress.
- Customize themes and plugins based on client needs.
- Optimize websites for SEO, speed, and mobile responsiveness.

Digital Marketing, SEO & Web Specialist

Kiira Rafting Adventures

17 Oct 2025 – Present

Jinja, Uganda

- Manage social media channels (Facebook, Instagram, TikTok, X).
- Execute on-page, off-page, and technical SEO strategies.
- Design, update, and maintain the company website.
- Create digital campaigns and promotional graphics.
- Track performance using analytics and optimize content.

IT Specialist & Software Developer

Kabweri Seed Secondary School

08 Jul 2025 – Present

Kibuku, Uganda

- Install and manage campus-wide Wi-Fi networks.
- Perform OS installation, configuration, and troubleshooting.
- Maintain computer laboratory systems.
- Install and repair CCTV surveillance systems.
- Install intercom and biometric access systems.
- Design the school website and develop internal school systems.

Social Media Manager

Angels of the Nabilus Nest Orphanage

20 Aug 2025 – Present

Buvuma, Uganda

- Manage social media platforms to increase visibility and donor engagement.
- Create visual content and fundraising campaigns.
- Handle online communication with partners and donors.

CORE SKILLS

Web Development	● ● ● ● ●
SEO & Digital Marketing	● ● ● ● ●
WordPress & CMS	● ● ● ● ●
IT Support & Networking	● ● ● ● ●
Graphic Design	● ● ● ● ●
Analytics & Reporting	● ● ● ● ●

TECHNICAL STACK

HTML, CSS, JavaScript, PHP, Python
React.js, Node.js, Django, Java
CodeIgniter, Laravel (Herd)
MySQL, MongoDB
Git & GitHub
Figma, Photoshop, Canva

LANGUAGES

English	● ● ● ● ●
Luganda	● ● ● ● ●
Chinese (Basic)	● ● ● ● ●

ADDITIONAL EXPERIENCE

Graphic Designer

Extracare Drug Shop

📅 10 Dec 2025 - Present

📍 Uganda

- Design marketing graphics for social media and print materials.
 - Develop branded visuals to improve customer engagement.
-

Digital Marketing Manager & SEO Specialist

Mabira Ecommerce & Dukaan

📅 2021 - Present

📍 Remote / Kampala

- Managed end-to-end digital marketing strategies for eCommerce platforms.
 - Executed SEO & SEM campaigns improving rankings and conversions.
 - Worked with Shopify, WooCommerce, Dukaan, and Jumia.
 - Used Google Analytics and Bing Analytics to track ROI.
 - Implemented CX tools including Wati, Fresh Chat, and HubSpot CRM.
-

SEO & SEM Specialist

Travel Websites & Marketplaces

📅 2020 - 2022

📍 Remote

- Led SEO and paid ad campaigns for travel platforms.
 - Increased CTR and bookings through keyword optimization.
-

Freelance Web Developer

Various Clients

📅 2020 - Present

📍 Remote

- Built NGO, school, business, and eCommerce websites.
 - Developed booking systems and donation platforms.
 - Optimized websites for performance and SEO.
-

PHP Developer

School & Hospital Systems

📅 2019 - 2021

📍 Uganda

- Developed PHP-based management systems.
 - Automated attendance, grading, and reporting.
-

Web Developer

Index Hosting Ltd

📅 2024 - now

📍 Kampala

- Developed client websites and hosting solutions.
- Assisted with DNS, SSL, and migrations.

PROJECTS

- **Arkaan System** – Educational & research platform
- **SmartGirlsUG** – NGO website
- **Garden Rose Schools** – School management system
- **Refix Foundation** – Charity platform
- Travel and eCommerce websites for SMEs

CERTIFICATIONS

Python & Django REST API Bootcamp (Ongoing)

HCIA – Datacom (Huawei, 2022-2023)

Build AI Chatbots SaaS – Udemy (2024)

EDUCATION

Diploma in Information Technology & Systems

Luyanzi Institute of Technology

📅 2017 - 2019

📍 Kampala, Uganda

HOBBIES

Football Volleyball Movies Coding